



OFFICE MEMORANDUM

DATE: December 15, 2006

TO: Interested Parties

FROM: Frank E. Kelley
Request for Proposal Project Coordinator

SUBJECT: Request for Proposal Welcome Center Multi-Media Program

Attached is a Request for Proposal (RFP) dealing with the Welcome Center Multi-Media Program. If interested, please review this proposal and refer all questions to me by electronic mail (see proposal).

Attachment

The Michigan Department of Transportation (MDOT) is seeking professional services for the project contained in the attached scope of services.

If your firm is interested in providing services, please indicate your interest by submitting a Proposal, Proposal/Bid Sheet or Bid Sheet as indicated below. The documents must be submitted in accordance with the latest "Consultant/Vendor Selection Guidelines for Service Contracts" and "Guideline for Completing a Low Bid Sheet(s)", if a low bid is involved as part of the selection process. **Referenced Guidelines are available on MDOT's website under Doing Business > Requests for Proposals.**

RFP SPECIFIC INFORMATION

BUREAU OF HIGHWAYS	BUREAU OF TRANSPORTATION PLANNING **	OTHER
THE SERVICE WAS POSTED ON THE ANTICIPATED QUARTERLY REQUESTS FOR PROPOSALS		
NO	YES	DATED _____ THROUGH _____
Prequalified Services – See page ____ of the attached Scope of Services for required Prequalification Classifications.		Non-Prequalified Services - If selected, the vendor must make sure that current financial information, including labor rates, overhead computations, and financial statements, if overhead is not audited, is on file with MDOT's Office of Commission Audits. This information must be on file for the prime vendor and all sub vendors so that the contract will not be delayed.

Qualifications Based Selection – Use Consultant/Vendor Selection Guidelines

For all Qualifications Based Selections, the selection team will review the information submitted and will select the firm considered most qualified to perform the services based on the proposals. The selected vendor will be contacted to confirm capacity. Upon confirmation, that firm will be asked to prepare a priced proposal. Negotiations will be conducted with the firm selected.

**** For RFP's that originate in Bureau of Transportation Planning only**, a price proposal must be submitted at the same time as, but separate from, the proposal. Submit directly to the Contract Administrator/Selection Specialist, Bureau of Transportation Planning (**see address list, page 2**). The price proposal must be submitted in a sealed manila envelope, clearly marked in large red letters **"PRICE PROPOSAL – TO BE OPENED ONLY BY SELECTION SPECIALIST."** The vendor's name and return address **MUST** be on the front of the envelope. The price proposal will only be opened for the highest scoring proposal. Unopened price proposals will be returned to the unselected vendor(s). Failure to comply with this procedure may result in your bid being opened erroneously by the mail room.

For a cost plus fixed fee contract, the selected vendor must have a cost accounting system to support a cost plus fixed fee contract. This type of system has a job-order cost accounting system for the recording and accumulation of costs incurred under its contracts. Each project is assigned a job number so that costs may be segregated and accumulated in the vendor's job-order accounting system.

Qualifications Review / Low Bid - Use Consultant/Vendor Selection Guidelines. See Bid Sheet Instructions for additional information.

For Qualification Review/Low Bid selections, the selection team will review the proposals submitted and post the date of the bid opening on the MDOT website. The notification will be posted at least two business days prior to the bid opening. Only bids from vendors that meet proposal requirements will be opened. The vendor with the lowest bid will be selected. The selected vendor may be contacted to confirm capacity.

Best Value - Use Consultant/Vendor Selection Guidelines. See Bid Sheet Instructions below for additional information. The bid amount is a component of the total proposal score, not the determining factor of the selection.

Low Bid (no qualifications review required - no proposal required.) See Bid Sheet Instructions below for additional instructions.

BID SHEET INSTRUCTIONS

A bid sheet(s) must be submitted in accordance with the "Guideline for Completing a Low Bid Sheet(s)" (available on MDOT's website). The Bid Sheet is located at the end of the Scope of Services. Submit bid sheet(s) separate from the proposal, to the address indicated below. The bid sheet(s) must be submitted in a sealed manila envelope, clearly marked in large red letters **"SEALED BID – TO BE OPENED ONLY BY SELECTION SPECIALIST."** The vendor's name and return address **MUST** be on the front of the envelope. Failure to comply with this procedure may result in your bid being opened erroneously by the mail room.

PROPOSAL SUBMITTAL INFORMATION

REQUIRED NUMBER OF COPIES FOR PROJECT MANAGER	PROPOSAL DUE DATE	TIME DUE
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PROPOSAL AND BID SHEET MAILING ADDRESSES

Mail the multiple proposal bundle to the MDOT Project Manager or Other indicated below.

MDOT Project Manager

MDOT Other

Mail one additional stapled copy of the proposal to the Lansing Office indicated below.

Lansing Regular Mail	OR	Lansing Overnight Mail
Secretary, Contract Services Div - B225 Michigan Department of Transportation PO Box 30050 Lansing, MI 48909		Secretary, Contract Services Div - B225 Michigan Department of Transportation 425 W. Ottawa Lansing, MI 48933
Contract Administrator/Selection Specialist Bureau of Transportation Planning B340 Michigan Department of Transportation PO Box 30050 Lansing, MI 48909		Contract Administrator/Selection Specialist Bureau of Transportation Planning B340 Michigan Department of Transportation 425 W. Ottawa Lansing, MI 48933

GENERAL INFORMATION

Any questions relative to the scope of services must be submitted by e-mail to the MDOT Project Manager. Questions must be received by the Project Manager at least four (4) working days prior to the due date and time specified above. All questions and answers will be placed on the MDOT website as soon as possible after receipt of the questions, and at least three (3) days prior to the RFP due date deadline. The names of vendors submitting questions will not be disclosed.

MDOT is an equal opportunity employer and MDOT DBE firms are encouraged to apply. The participating DBE firm, as currently certified by MDOT's Office of Equal Opportunity, shall be listed in the Proposal

MDOT FORMS REQUIRED AS PART OF PROPOSAL SUBMISSION

5100D – Request for Proposal Cover Sheet

5100G – Certification of Availability of Key Personnel

(These forms are not included in the proposal maximum page count.)

REQUEST FOR PROPOSAL

WELCOME CENTER MULTIMEDIA PROGRAM

**MICHIGAN DEPARTMENT OF TRANSPORTATION
IN CONJUNCTION WITH
MICHIGAN ECONOMIC DEVELOPMENT CORPORATION
TRAVEL MICHIGAN**

**Frank E. Kelley
Program Liaison**

December 2006

MICHIGAN STATE TRANSPORTATION COMMISSION

**Vincent J. Brennan, Commissioner Maureen Miller Brosnan, Commissioner
James R. Rosendall, Commissioner James S. Scalici, Commissioner**

**Ted B. Wahby, Chairman
Linda Miller Atkinson, Vice Chairwoman**

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Director**

TABLE OF CONTENTS

SECTION I – GENERAL INFORMATION	PAGE
Issuing Office	1
State Agency Partners in Program.....	1
Bid Proposal Deadline	1
Project Administration.....	1
Terminology.....	2
Objective of the Proposal	2
Incurring Costs.....	3
Project Duration.....	3
Prime Contractor Responsibilities	3
Vendor Qualifications.....	4
Non Performance Penalty	4
Selection Criteria	4
MDOT’s Reserved Rights	6
Work Specifications	6
 SECTION II – PROPOSAL REQUIREMENTS	
Scope of Work	9
Vendor Qualifications.....	9
Notice to Vendors.....	11
 SECTION III – FORMS AND INSTRUCTIONS	
Project Advertising/Production Rates	11
Project Marketing Plan	11
Project Reporting Plan	11
 Attachment 1 – Welcome Centers Directory.....	12
Attachment 2 – Map of Welcome Centers.....	13

**MICHIGAN DEPARTMENT OF TRANSPORTATION
IN CONJUNCTION WITH
MICHIGAN ECONOMIC DEVELOPMENT CORPORATION
TRAVEL MICHIGAN**

WELCOME CENTER MULTIMEDIA PROGRAM

REQUEST FOR PROPOSAL

DECEMBER 2006

SECTION I – GENERAL INFORMATION

Issuing Office

This Request for Proposal (RFP) is issued by the Michigan Department of Transportation (MDOT), which is the procuring agency on this project, and is the primary administrator for the state's network of Welcome Centers.

State Agency Partners in Program

The Michigan Economic Development Corporation/Travel Michigan is a state agency partner with MDOT in the day-to-day operation of the Welcome Center system, and will be a participating agency in the development, implementation, and operation of this multimedia program.

Other state agency partners will work with MDOT and Travel Michigan to develop some of the informational material that will be displayed on the proposed multimedia system.

Bid Proposal Deadline

Responses to this request for proposal must be received on or before February 5, 2007.

Project Administration

The project coordinator for MDOT is Frank E. Kelley. Seven copies of the complete bid proposal should be submitted to Mr. Kelley. Any questions on this RFP and the procuring process should be transmitted in writing to kelleyf@michigan.gov and must be received by January 8, 2007.

Faxed or electronically submitted questions are acceptable. Responses to questions received will be posted on MDOT's website at http://www.michigan.gov/mdot/0,1607,7-151-9625_32842--,00.html. Questions should be transmitted in writing and addressed as follows:

Frank E. Kelley, Advisor
State Transportation Commission
Michigan Department of Transportation
Murray D. Van Wagoner Transportation Building
Fourth Floor
P.O. Box 30050
Lansing, Michigan 48909
Phone: (517) 373-2110
Fax: (517) 335-4822
Email: kelleyf@michigan.gov

Terminology

Project Coordinator

The Department's authorized representative for the Welcome Center Multimedia Program who will direct the contractor.

Statewide

For the purposes of this document, statewide means the entire state system of Welcome Centers to include centers:

Clare	Coldwater	Dundee
Iron Mt.	Ironwood	Mackinaw City
Marquette	Menominee	Monroe
New Buffalo	Port Huron	St. Ignace
Sault Ste. Marie	Mexicantown/Detroit (to open in early 2007)	

Multimedia Services

For the purposes of this document, this is the generic term which would encompass all equipment, hardware, software, cables, installation and maintenance for a comprehensive broadcast system that would permit each of the Welcome Centers to provide combined audio and video broadcasts of information/images to the traveling public in real, or near real, time. The specifics of the desired multimedia services and systems will be outlined later in this RFP.

Objective of the Proposal

To secure a qualified vendor that can develop, install, implement, service and maintain a comprehensive multimedia services system for the statewide network of Welcome Centers. The selected contractor/vendor must be experienced in all areas needed to implement and maintain this broadcast system. The state is looking for a broadcast model that is fully capitalized by the contractor/vendor and, therefore, requires no capital

outlay or operating funds by the state. The business model envisioned by the state is one whereby the contractor/vendor solicits and sells advertising time on the system of such a nature as to be travel related information or assistance to the state's tourism industry and/or other private/public entities that would have a benefit in advertising to the traveling public. MDOT will reserve the right to reject any advertising at its sole discretion.

Incurring Costs

MDOT is not liable for any cost incurred by the vendors prior to execution of a contract to proceed with the project.

Project Duration

The project duration will be for **three (3) years**, with two 1-year extensions if both parties agree. MDOT reserves the right to extend the duration of the contract for up to **two years**, if conditions warrant, to be mutually negotiated at a reasonable time (at least 90 days) prior to contract expiration. Any extension is to be agreeable to both MDOT and the contractor and will be as described in the contract terms and conditions.

Prime Contractor Responsibilities

The selected vendor will be required to assume responsibility for all services offered in this proposal. Primary responsibilities include, but are not limited to, the full development, procurement, installation, and maintenance of a comprehensive multimedia broadcast system for the statewide Welcome Center network. It will also include, but not be limited to, the production, editing, solicitation, selling, broadcast scheduling, and validation reporting of travel industry advertisements for the system, as well as other traveler information/images that MDOT and other state partners wish to broadcast on the system. The vendor will be responsible for developing and coordinating a full broadcast schedule with the review and concurrence of MDOT, and submitting periodic reports to MDOT on all vendor broadcast activities. The exact process for concurrence and reporting will be determined prior to contract.

If any part of the work is subcontracted, the prime contractor must provide a complete description of the work to be subcontracted and descriptive information about the subcontractor's organization and capabilities to perform the work. The prime contractor is responsible for adherence of the subcontractor(s) to all provisions of the contract.

The successful vendor will be required to establish and maintain accurate records of all costs and revenues related to the program, in accordance with generally accepted accounting principles, and report such to MDOT at the end of each contract year and provide a copy of the vendor's financial statements within four months of the vendor's corporate year. The vendor will be required to permit MDOT, or its representative to inspect, copy, or audit the records pertaining to this project at any time.

The successful vendor will prominently display a sign near each screen in a Welcome Center that states: "This video and audio system was not purchased nor is being operated with State of Michigan funds."

Vendor Qualifications

The bidding contractor must have experienced personnel and/or past performance of work similar in nature. The vendor must demonstrate, at a minimum, the ability to maintain sufficient human resources to operate and market the services required of this project. An organizational chart and list of major duties of all key staff should be provided, as well as for any subcontractor(s) being used by the vendor.

The vendor must also demonstrate the financial ability to sustain operational expenses and maintenance of the program at the present level and if the program is expanded. Financial information submitted in response to this RFP is considered confidential and would be exempt from disclosure under the Michigan Freedom of Information Act, as amended, by 1996 Public Act 553.

The vendor must maintain liability insurance coverage for protection of the vendor and MDOT and its state partners, against loss or damage to any and all equipment/systems in the program and from claims for damage to public or private property and any and all claims for injuries to persons which may arise out of or result from the equipment and/or the installation, removal, use, operation, malfunction, and/or maintenance of the equipment or systems. Documentation of minimum insurance coverage and limits of liability for the systems and services should be provided to MDOT.

The vendor must design, install and maintain the equipment/systems of this project to meet all federal, state, and/or manufacturer requirements, and must meet all ADA requirements. The contractor may perform work at its own offsite facility or onsite at the Welcome Centers. If maintenance requires removal of equipment and/or system components from the Welcome Center(s), then the vendor must complete the maintenance activities within 24 hours or replace the equipment/system components so that the overall system is again fully functional within 24 hours from the time it is reported.

(Refer to pages 9 & 10 for more complete qualifications.)

Non Performance Penalty

Failure to comply with the contract document shall be grounds for breach of contract and will result in contract termination upon 30 days written notice.

Selection Criteria

A team of MDOT staff and representatives of other state partner agencies will be used to evaluate responses to the RFP based upon the following factors as presented in the

vendor's proposal. Oral interviews may be requested during the selection process. These are listed in order of importance and a scoring factor has been provided for each category.

Multimedia Broadcast System Development/Installation/Maintenance/Management (45 pts.)

- Ability to demonstrate a viable plan for the development, installation, maintenance, and management of a comprehensive Welcome Center multimedia broadcast network.
- Ability to demonstrate a viable plan to work with MDOT and its state agency partners to set up a system to develop and broadcast traveler safety and tourism information on a scheduled basis, as well as have the ability for emergency information to be broadcast on a real, or near real, time basis.

Past Performance/Experience in Providing Multimedia Services (20 pts.)

- Capability and qualification of key individuals including previous work on similar projects, technical expertise, education and training.
- Records of past performance including such things as quality of work, ability to meet deadlines/schedules, and ability to develop and broadcast a quality product.
- Understanding of Welcome Center multimedia concepts and objectives demonstrated in this RFP.

Advertising/Marketing Plan (15 pts.)

- Ability to develop and implement an advertising and marketing plan to gain the acceptance and participation of potential tourism industry partners to the program in the form of paid advertisements.
- Ability of plan to involve all levels and sectors of the tourism industry in the program. This would equate to a plan that provides for the cost effective participation of potential tourism partners that represent all sizes and types of state tourism promotional organizations (Destination Marketing Organizations), as well as individual tourism properties (i.e., hotels, motels, attractions, restaurants, etc.). MDOT and MEDC/Travel Michigan would prefer a marketing/advertising plan that sets a goal to promote the participation of DMOs over individual tourism properties in the scheduled broadcast of advertisements on the system.
- Ability to provide MDOT and its state agency partners with free informational time on the system.

Financial Capability (15 pts.)

- Demonstrated ability to purchase and maintain adequate insurance at all times.
- Proof that the contractor is current with all federal and state tax obligations.
- Provide financial statements for the prior three years.
- Provide pro forma financial reports and their business plan for the proposed contract period.

Quality of Proposal (5 pts.)

- Quality of information submitted in the proposal based upon the completeness, relevance, conciseness, and organization of material submitted.

Location (5 pts.)

- The percentage of work performed in Michigan. The consultant/vendor is required to provide the location of where the work will be performed.

MDOT's Reserved Rights

MDOT will award the contract to the most responsive vendor subject to final agreement on the scope of service and contract provisions.

MDOT may conduct a pre-award evaluation to ensure that the successful vendor has adequate facilities, staff, and financial capability to provide the proposed service. MDOT may also perform a compliance review regarding safety, installation, operations, and maintenance capabilities.

MDOT may require bank statement verification, an aging accounts receivable statement, an aging accounts payable statement, and/or current tax statements. MDOT will also have final approval of the marketing/advertising plan, including production and ad pricing charges. MDOT reserves the right to examine the reasonableness of any costs included in this proposal.

Work Specifications

Multimedia Broadcast Plan/Strategy

The vendor must outline in detail the following components of a multimedia broadcast plan for implementation at all of the state's Welcome Centers:

1. Number and full specifications of monitors to be placed at each of the existing (and one upcoming) Welcome Centers. This should include, but not be limited to, recommended sizes and placement of screen(s) specific to each of the Welcome Centers. Be sure to note if screen(s) will be in literature room area and/or in other general areas of the center. Provide complete specifications for the screens being proposed (include images and manufacturer literature plus any other relevant information). Present a rationale/strategy for the recommendations being made, including how security for the screens/system will be optimized (especially if screens are in unsecured areas of the center). MDOT's goal is to maximize each center's visitor awareness of the many things to see and do throughout the state of Michigan, especially by bringing more visitors into the literature/staff areas of the center from other interior and exterior areas of each center.
2. Describe the installation schedule and methods to be used to make sure all necessary installations are performed in a timely, quality, and efficient manner. Who will perform the installations? What are their qualifications for this task? From the initiation of the contract, outline how long before all screens are installed, tested, and ready for operation.
3. Describe all other equipment, hardware, software, and related items that will be used to make this a comprehensive multimedia broadcast system capable of meeting the objectives of this program (as described in this RFP). Outline the

location(s) where all of these broadcast system components will be placed/installed.

4. Describe in detail how the information and images that are to be shown will be delivered to the Welcome Center screen(s). What is the mechanism to be used to deliver audio/video material to each Welcome Center?
5. Outline how this system will allow for the showing of audio/video material that is unique to the needs of each of the centers, or the same for all centers. MDOT requires the system to be capable of delivering audio/video information/images that can be seen at an individual center, as well as audio/video information/images that is shared by multiple centers or available to be shown by all centers.
6. Outline how this system will allow for the display of emergency audio and/or video information, such information about severe, or potentially severe, weather conditions; problematic road conditions; road construction alerts/traffic lane closures; AMBER alerts; etc. MDOT requires that this type of information be available to Welcome Center screens on a real, or near real, time basis.
7. Describe if you have an existing source(s), or any potential source(s) for any of the above cited emergency information. MDOT and its state agency partners will work cooperatively with the winning vendor to develop sources for all desired emergency information for the system. If you have a required or preferred method(s) for receiving this type of emergency information, please specify that method(s).
8. Describe in detail how you will manage the overall daily operation of this Welcome Center multimedia broadcast system. MDOT expects the winning vendor to be the overall daily manager of the system. Meaning that the vendor will prepare all audio/video materials (in accordance with the specifications and policies agreed to by MDOT); deliver that material, per a MDOT approved schedule, to the appropriate Welcome Center screen(s); be sure that all screens/systems are operating in a proper manner, and that agreed-to records are maintained of all program activities. Additionally, if any problems develop in the system, the winning vendor is expected to address and resolve those problems in a highly expeditious manner. Please be sure to outline the procedures/timelines that you will use to handle any and all equipment and/or system problems.

Advertising/Marketing Plan

The vendor must outline in detail the following components of the proposed advertising/marketing plan for this multimedia program. MDOT is seeking a program model whereby the winning vendor receives revenue from selling advertising space on the system. The potential acceptable advertisers would be the state's tourism industry businesses and organizations, with a priority for ad sales to recognized Destination Marketing Organizations (there are about 80 – 100 of these DMOs throughout the state and each markets a specific geographic area or industry sector of businesses). Please address the following:

1. Outline the number of paid advertisements and their run time that you would propose for the system at each Welcome Center. Also, outline the proposed ad time charges to the participating advertisers, including any proposed discounts or ad buy packages that you would include.

2. Outline the general and/or specific content that you would require for each ad. Do you propose any content or technical specifications for the ad material?
3. Describe how you propose that the ads be shown (i.e., a specified rotation, random order, etc.). Would there be integrating/branding text/images/audio material between ads or would you propose that the ads run without any text/images/audio separating ads?
4. Describe how many minutes per hour would be available to MDOT and its state agency partners for audio/video materials that they wish to display on the screens. Outline how you foresee the state material being integrated into the overall content delivery system.
5. Outline if your vendor is capable of providing ad/state informational material audio/video production to the potential tourism industry advertisers and/or MDOT and its state agency partners. If such production assistance is available, please outline the extent of the assistance that can be offered and specify the associated charges, if any, to each party that utilizes the services.
6. Outline your strategy for marketing the Welcome Center multimedia program to potential advertisers. What types of media will be used and/or what other methods will be used to solicit potential advertiser participation in the program? Please specify what assistance, if any, you desire from MDOT and its state agency partners? Is there a minimum and/or maximum advertiser participation level that is required to make this a viable program? What is your plan if the minimum number of ads are not secured? What is your plan if you get more advertisers applying for the program than available ad space in the program?
7. What are you prepared to provide advertisers in the way of confirmation of their ads running on the system?
8. What strategy would you suggest be implemented by MDOT to determine the impact of an advertiser's ad on the visitors to the Welcome Centers? Can you be of assistance in implementing this strategy? If so, please explain.

Reporting

The contractor will provide to MDOT an operating/marketing report on a monthly basis. This monthly report will be due to MDOT within 10 days of the beginning of each month for the prior month's program activities. This monthly report will include, but not be limited to:

1. Number of operational screens at each of the Welcome Centers, and number of total screens operating in the program.
2. Number of paid ads/minutes of ads run on each screen by center and for program as a whole.
3. Number of state messages/minutes of messages run on each screen by center and for program as a whole.
4. Number of screens requiring service during the month, and time screens were out of service.
5. Number of total advertisers buying time for month and average run time of the ads purchased.
6. The selected vendor will also provide MDOT with a report of any unusual incidents within the program such as system problems, theft/damage, etc.

SECTION II – PROPOSAL REQUIREMENTS

Seven copies of the bid proposal should be provided. The following items need to be submitted:

Scope of Work

Description of Service

- Detailed description of Welcome Center multimedia broadcast system to be provided. Be sure to address all areas cited in the Work Specifications section of this RFP, though you are not limited to those cited specification areas.
- Plan of action for initiating service at each of the state's Welcome Centers. Be sure to address all areas cited in the Work Specifications section of this RFP, though you are not limited to those cited specification areas.
- Plan of action for initiating an approved advertising/marketing plan for the program. Be sure to address all areas cited in the Work Specifications section of this RFP, though you are not limited to those cited specification areas.
- Plan for coordinating with MDOT and its state agency partners for initiating and operating this broadcast program. Be sure to address all areas cited in the Work Specifications section of this RFP, though you are not limited to those cited specification areas.
- Plan for providing required reports and the types of reports that vendor will provide. Be sure to address all areas cited in the Work Specifications section of this RFP, though you are not limited to those cited specification areas.
- Provide technical details on how you will distribute content to the screens at the Welcome Centers.

Vendor Qualifications

Experience Providing Multimedia Broadcast Systems

- Description of vendor's prior experience with providing multimedia broadcast services/systems to multiple locations. Provide samples of prior ads produced.
- Identify persons in the organization that are authorized to negotiate/expedite the proposed contract.
- Provide an organizational chart of staff assigned to the provisions of the service and maintaining equipment/systems. Include resumes for each of the staff identified, and note the day to day activities that each staff will perform in the implementation and maintenance of the program's system.
- Description of how your staffing plan will fulfill customer service needs at the state and advertiser levels.
- Indicate where the vendor's office of primary contact will be located and staffed for this program.

Financial Capability

- Proof of overall financial ability to set up and operate the statewide system being required by this RFP.
- Financial data indicating that the vendor is current with payment of federal and state taxes.

Insurance

- Commercial General Liability with the following minimum coverage: \$2,000,000 General Aggregate Limit other than Products/Completed Operations \$2,000,000 Products/Completed Operations Aggregate Limit \$1,000,000 Personal & Advertising Injury Limit \$1,000,000 Each Occurrence Limit The Contractor must list the State of Michigan, its departments, divisions, agencies, offices, commissions, officers, employees and agents as ADDITIONAL INSURED on the Commercial General Liability certificate. The Contractor also agrees to provide evidence that insurance policies contain a waiver of subrogation by the insurance company.
- If a motor vehicle is used to provide services or products under this Contract, the Contractor must have vehicle liability insurance on any auto including owned, hired and non-owned vehicles used in Contractor's business for bodily injury and property damage as required by law. The Contractor must list the State of Michigan, its departments, divisions, agencies, offices, commissions, officers, employees and agents as ADDITIONAL INSURED on the vehicle liability certificate. The Contractor also agrees to provide evidence that insurance policies contain a waiver of subrogation by the insurance company.
- Workers' compensation coverage must be provided in accordance with applicable laws governing the employees and employers work activities in the state of the Contractor's domicile. If the applicable coverage is provided by a self-insurer, proof must be provided of approved self-insured authority by the jurisdiction of domicile. For employees working outside of the state of qualification, Contractor must provide appropriate certificates of insurance proving mandated coverage levels for the jurisdictions where the employees' activities occur. Any certificates of insurance received must also provide a list of states where the coverage is applicable. The Contractor also agrees to provide evidence that insurance policies contain a waiver of subrogation by the insurance company. This provision shall not be applicable where prohibited or limited by the laws of the jurisdiction in which the work is to be performed.
- Employers liability insurance with the following minimum limits: \$100,000 each accident \$100,000 each employee by disease \$500,000 aggregate disease.

Other

- List a minimum of three (3) references including names, addresses, phone numbers, fax numbers and email addresses.
- Additional information to be considered pertinent but not specifically requested in the RFP.

Notice to Vendors

Each vendor shall file a notarized affidavit executed by, or on behalf of the person, firm, association, or corporation, that verifies that the bidding parties have not either directly or indirectly, entered into any agreement, participated in any collusion, or otherwise taken any action, restraint of free competitive bidding in connection with the submitted bid. Failure to submit the notarized affidavit as part of the bid proposal will result in rejection of the bid.

SECTION III – FORMS AND INSTRUCTIONS

Project Advertising/Production Rates

Advertiser Rate Plan: Provide a full schedule of advertising rates that will be used with this program.

Production Rate Plan: Provide a full schedule of the production rates that will be charged advertisers that desire to have vendor assist them in the production of their ads.

Project Marketing Plan

Marketing Plan: Provide a full marketing plan strategy to demonstrate how the vendor will make potential advertisers aware of the program and its benefits and develop potential advertiser desire to participate in the program. Be sure to detail what, if anything, the vendor expects the state (MDOT) to do to assist the vendor in this area.

Project Reporting Plan

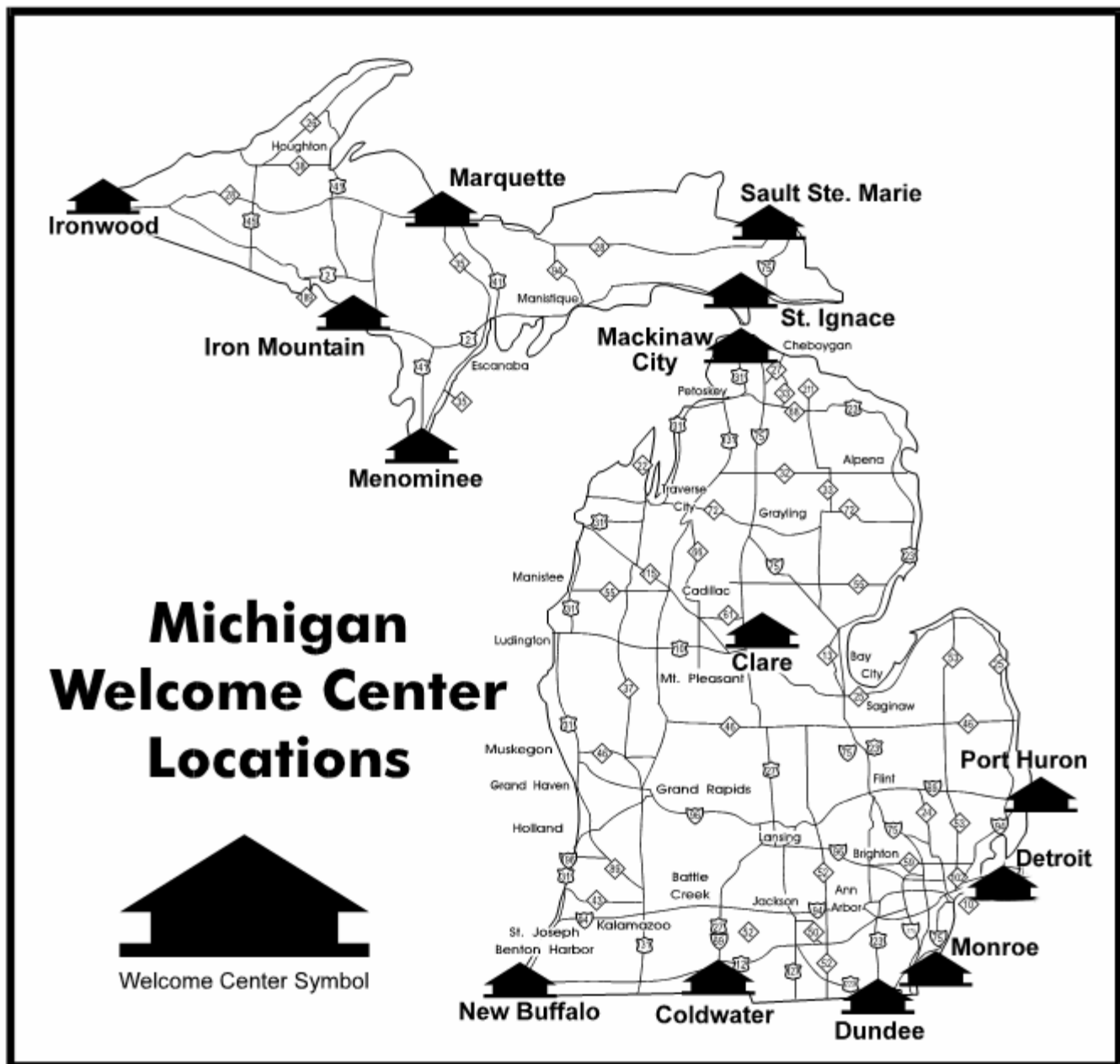
Project Reporting Plan: Provide an example of all reports that vendor is prepared to provide to the state, as well as reports that the vendor will provide to all advertisers on the system. Be sure to include, at a minimum, the reporting elements cited previously in this RFP.

Reporting of Revenues: The selected vendor will be required to provide MDOT with a reporting of all revenues and costs related to this project and the vendor's annual financial statements for the life of the project.

MICHIGAN ECONOMIC DEVELOPMENT CORPORATION

WELCOME CENTERS DIRECTORY

LOCATION	MAIL ADDRESS	UPS ADDRESS
Clare - John C. Mackie Harriet Grzyb, Manager William Southwell, Assistant Manager PHONE: 989/386-7634 FAX: 989/386-3766	Clare Welcome Center P.O. Box 51 Clare, MI 48617	Clare Welcome Center 9599 U.S. 27 Clare, MI 48617
Coldwater - Robert A. Welke Larry Cornish, Manager Pam Bistel, Assistant Manager PHONE: 517/238-2670 FAX: 517/238-2749	Coldwater Welcome Center P.O. Box 100 Coldwater, MI 49036	Coldwater Welcome Center 1-69 Northbound at 6 Mile Marker Coldwater, MI 49036
Dundee - James DeSana Sue Chesney, Manager PHONE: 734/856-6980 FAX: 734/856-1180	Dundee Welcome Center 8001 Covert Road Petersburg, MI 49270	Dundee Welcome Center U.S. 23 Petersburg, MI 49270
Iron Mountain Diane Schabo, Manager PHONE: 906/774-4201 FAX: 906/774-7480	Iron Mountain Welcome Center 618 S. Stephenson Avenue Iron Mountain, MI 49801	Iron Mountain Welcome Center 618 S. Stephenson Avenue Iron Mountain, MI 49801
Ironwood Pat Juntti, Manager PHONE: 906/932-3330 FAX: 906/932-4647	Ironwood Welcome Center 801 W. Cloverland Drive Ironwood, MI 49938	Ironwood Welcome Center 801 W. Cloverland Drive Ironwood, MI 49938
Mackinaw City - Wallace D. Nunn Karrie White, Manager PHONE: 231/436-5566 FAX: 231/436-8551	Mackinaw City Welcome Center P.O. Box 97 Mackinaw City, MI 49701	Mackinaw City Welcome Center 710 S. Nicolet Street Mackinaw City, MI 49701
Marquette - Carl V. Pellonpaa Janet Sonaglia, Manager PHONE: 906/249-9066 FAX: 906/249-9474	Marquette Welcome Center 2201 U.S. 41 South Marquette, MI 49855	Marquette Welcome Center 2201 U.S. 41 South Marquette, MI 49855
Menominee - Claude Tobin Vivian Haight, Manager PHONE: 906/863-6496 FAX: 906/863-2155	Menominee Welcome Center 1343 10th Avenue Menominee, MI 49858	Menominee Welcome Center 1343 10th Avenue Menominee, MI 49858
Monroe - Patrick M. Nowak Cathy O'Connor, Manager Lorean Mitchell, Assistant Manager PHONE: 734/242-1768 FAX: 734/242-6181	Monroe Welcome Center P.O. Box 824 Monroe, MI 48161	Monroe Welcome Center I-75 Northbound at 10 Mile Marker Monroe, MI 48161
New Buffalo - Ardale W. Ferguson Debra Gunderson, Manager PHONE: 269/469-0011 FAX: 269/469-0250	New Buffalo Welcome Center 11630 Wilson Road New Buffalo, MI 49117	New Buffalo Welcome Center 11630 Wilson Road New Buffalo, MI 49117
Port Huron Marsha Mills, Manager PHONE: 810/984-2361 FAX: 810/984-4111	Port Huron Welcome Center 2260 Water Street Port Huron, MI 48060	Port Huron Welcome Center 2260 Water Street Port Huron, MI 48060
St. Ignace Mike Lilliquist, Manager PHONE: 906/643-6979 FAX: 906/643-9904	St. Ignace Welcome Center I-75 N. Mackinac Bridge Plaza St. Ignace, MI 49781	St. Ignace Welcome Center I-75 N. Mackinac Bridge Plaza St. Ignace, MI 49781
Sault Ste. Marie - James E. Brophy Kathleen Skarisky, Manager PHONE: 906/632-8242 FAX: 906/632-1171	Sault Ste. Marie Welcome Center 943 Portage Avenue W. Sault Ste. Marie, MI 49783	Sault Ste. Marie Welcome Center 943 Portage Avenue W. Sault Ste. Marie, MI
Detroit (To open Summer 2007) PHONE: FAX:	Detroit Welcome Center 2835 Bagley Detroit, MI 48216	Detroit Welcome Center 2835 Bagley Detroit, MI 48216



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